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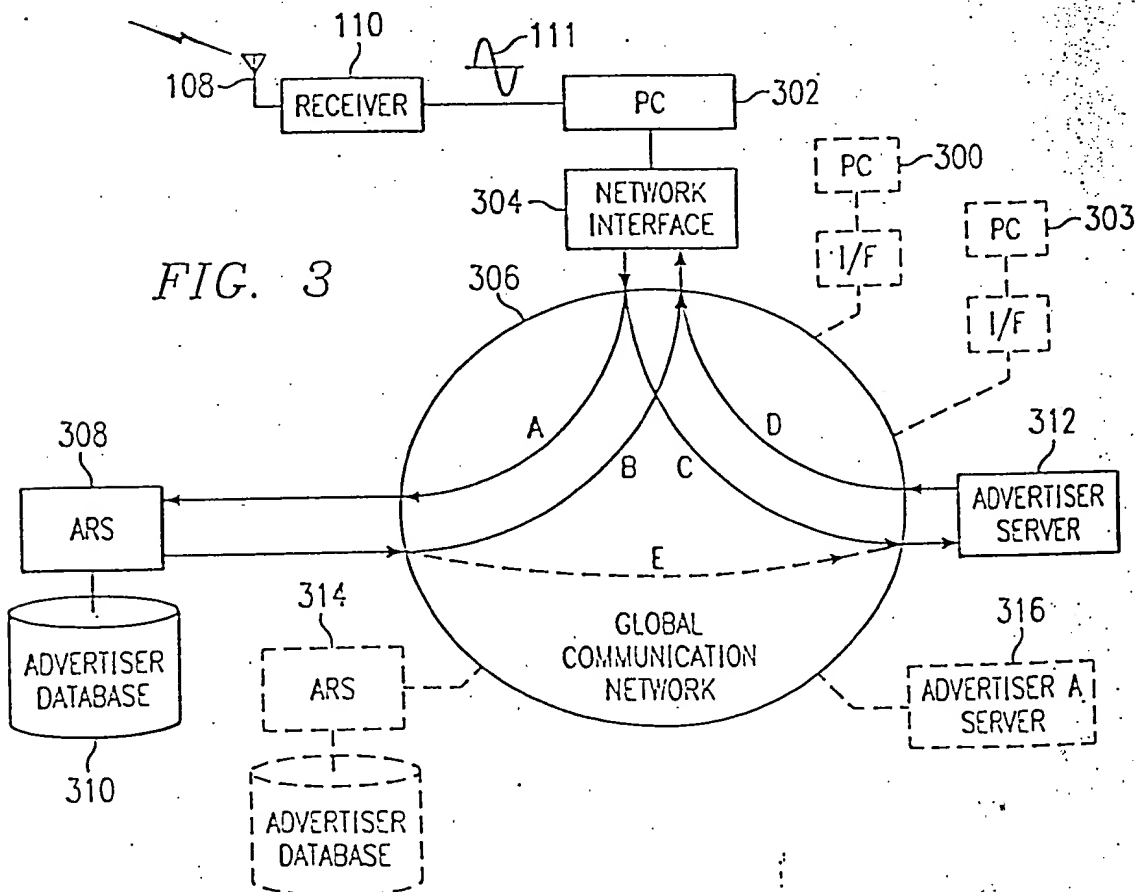
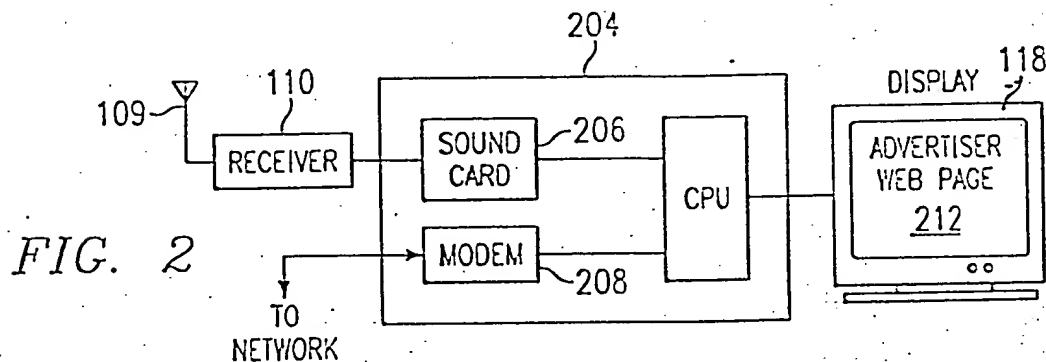
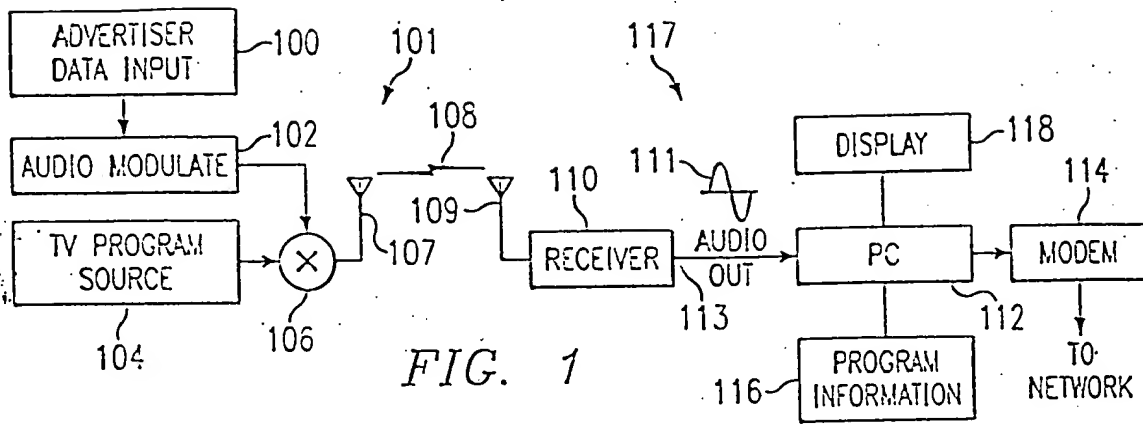
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PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

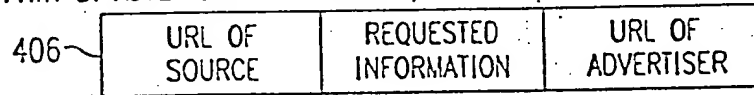


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

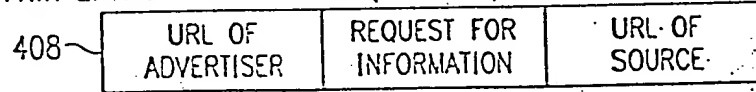


FIG. 4e

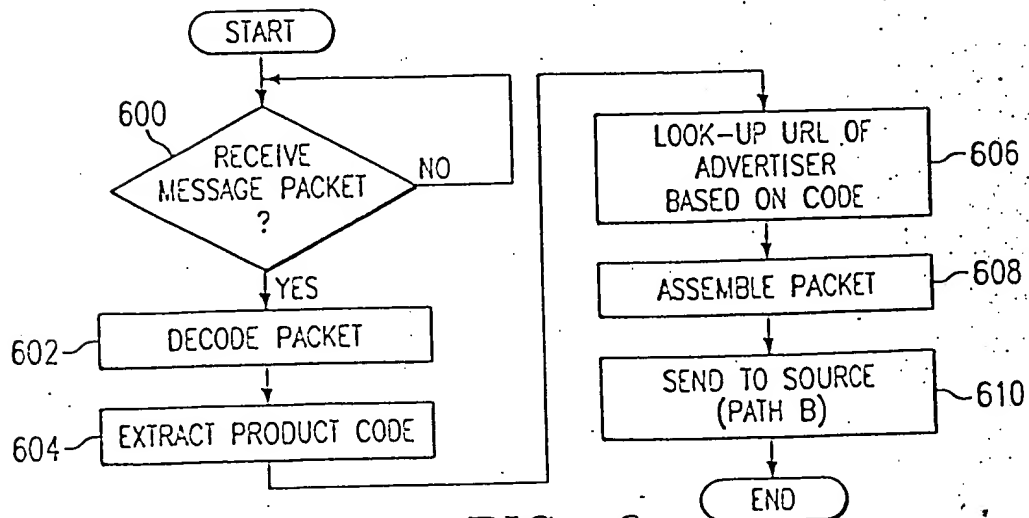


FIG. 6

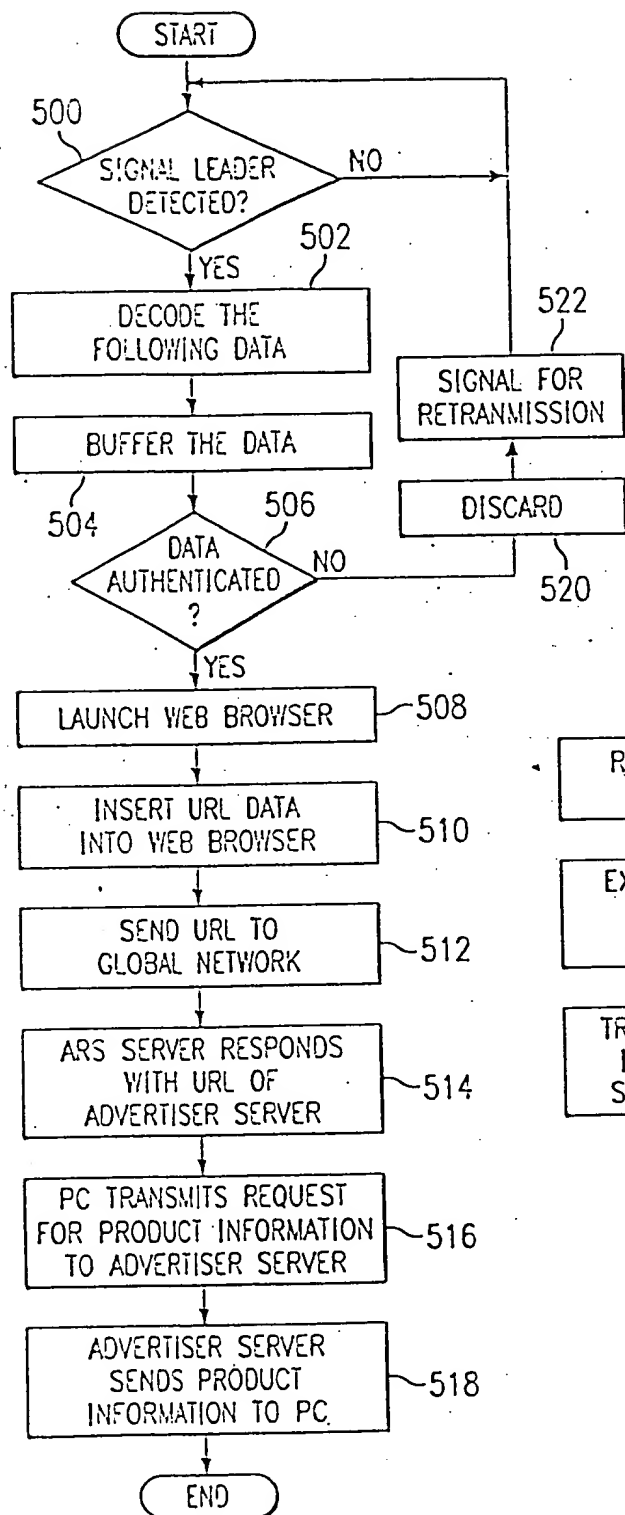


FIG. 5

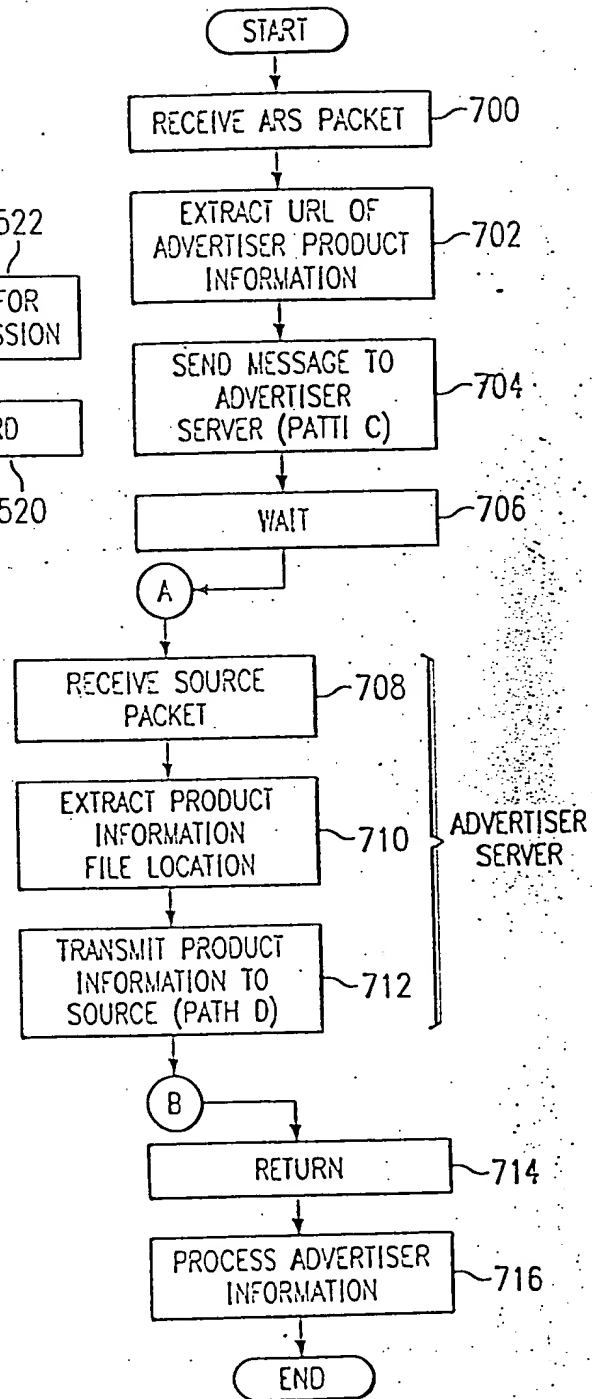


FIG. 7

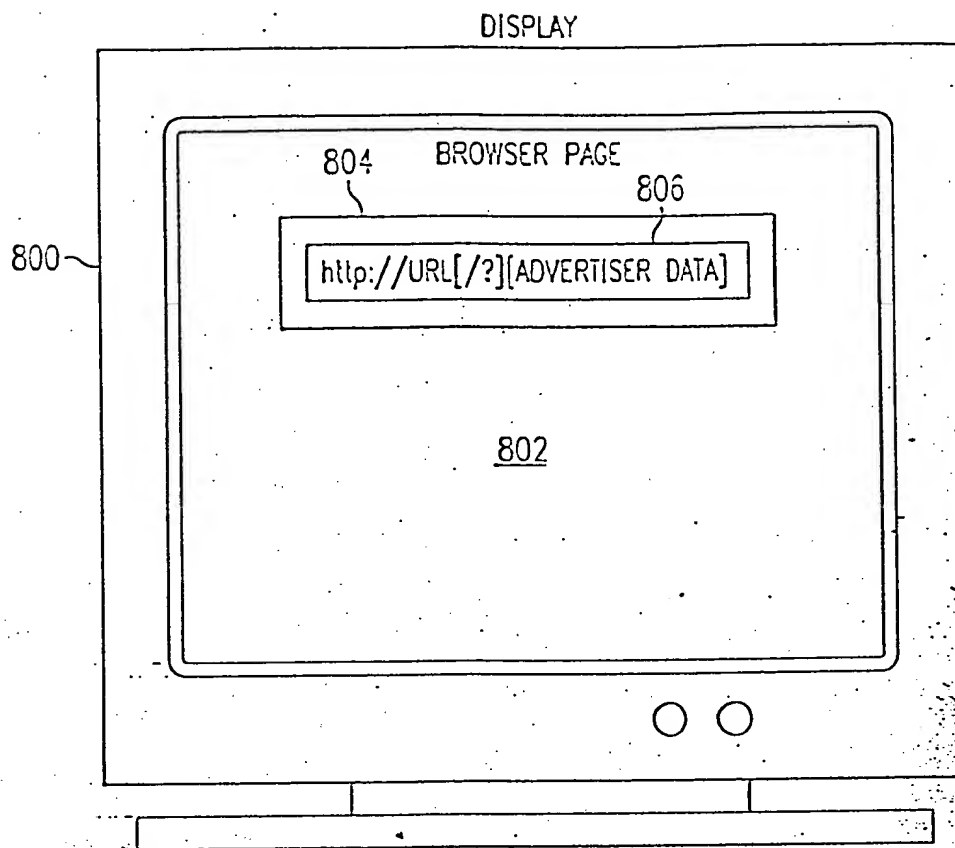


FIG. 8

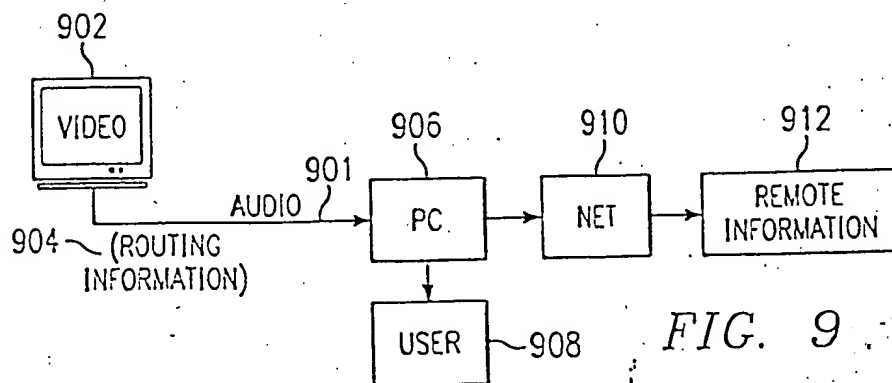
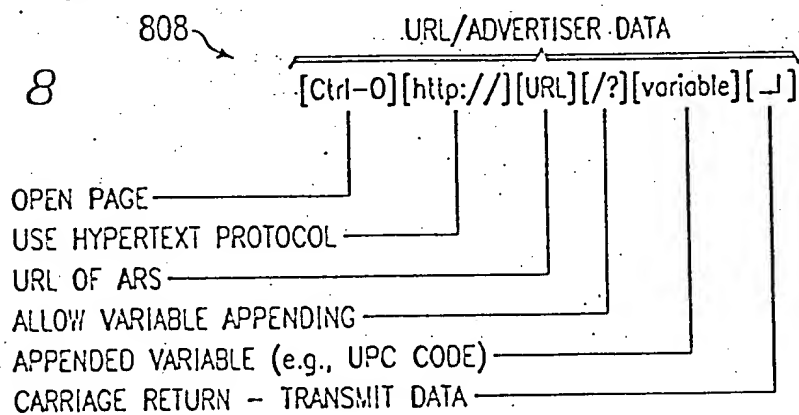
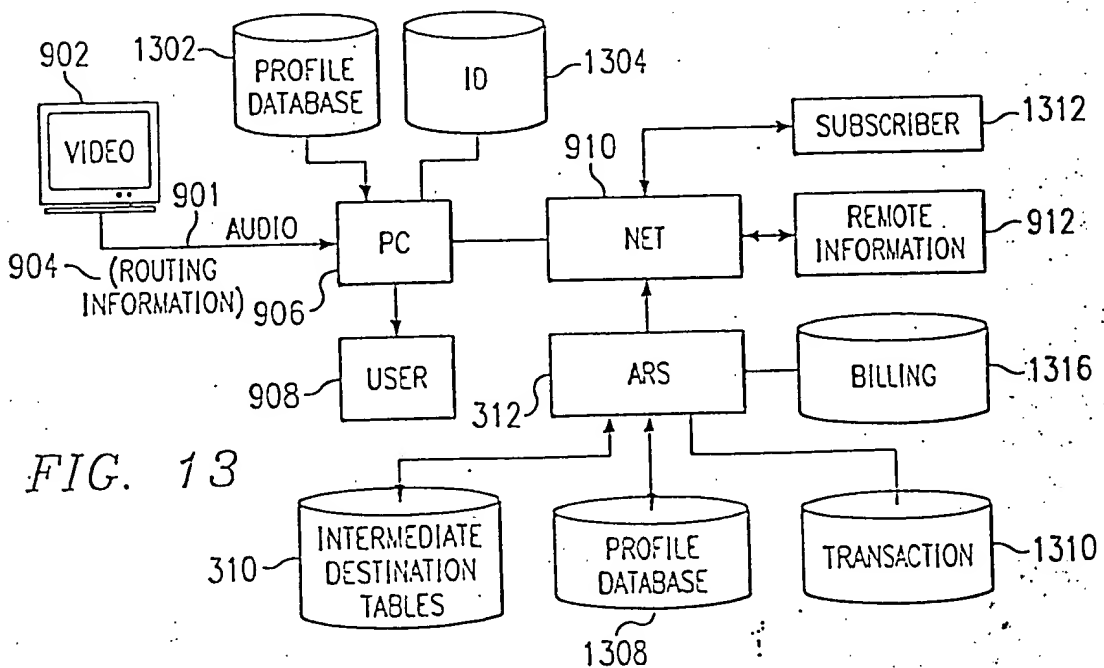
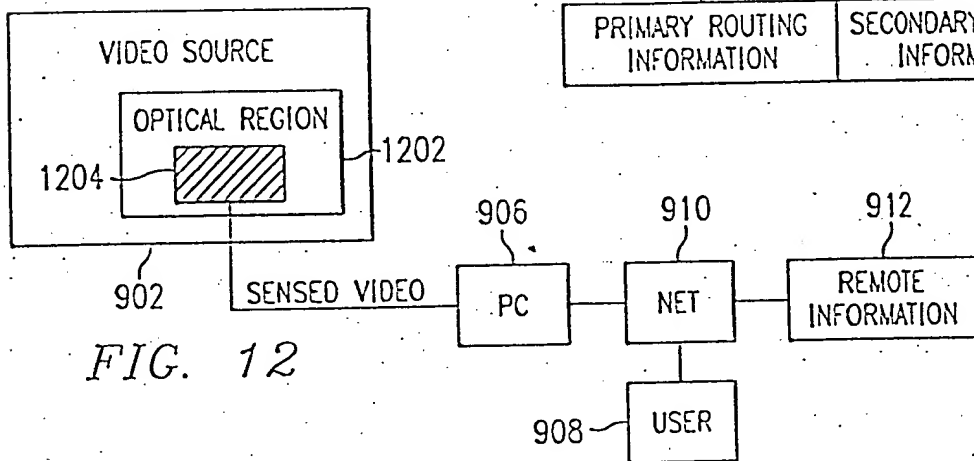
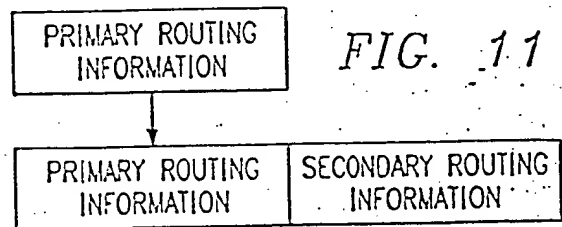
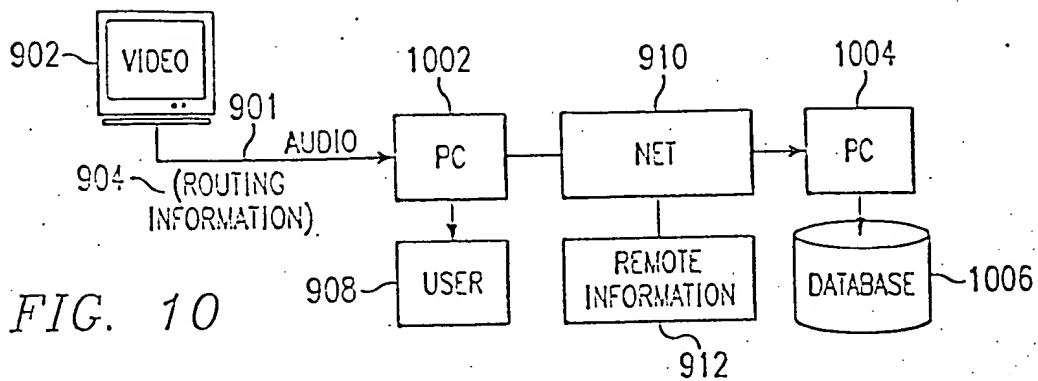


FIG. 9



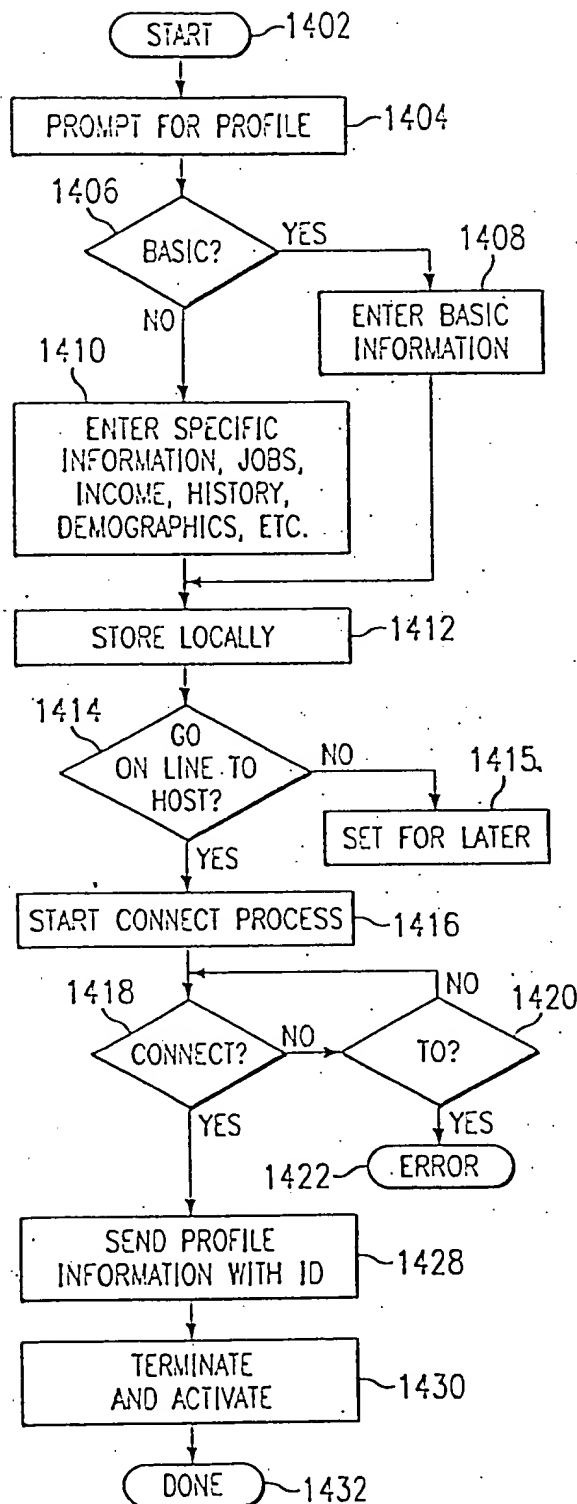


FIG. 14

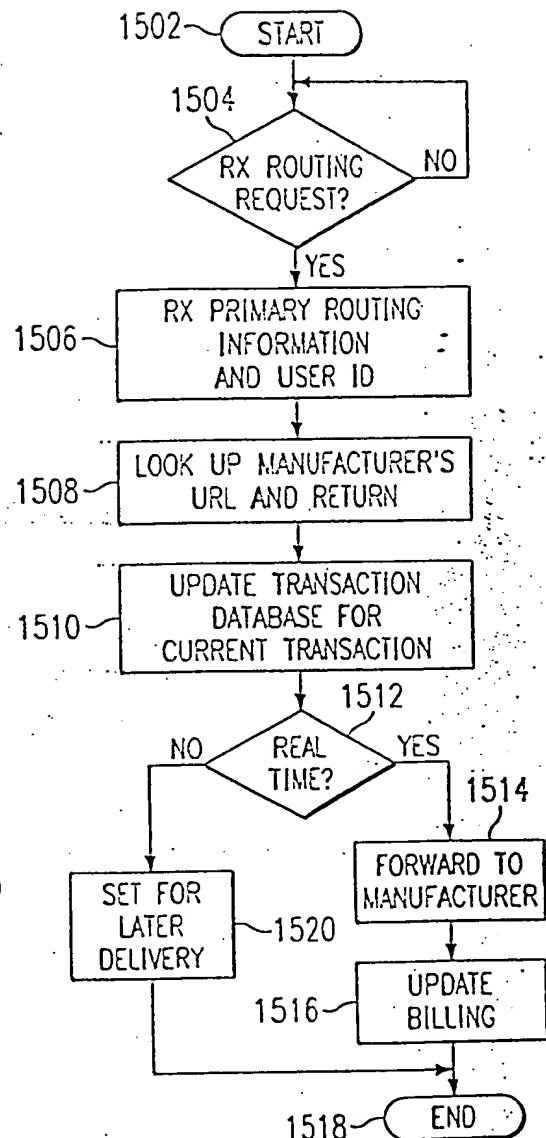
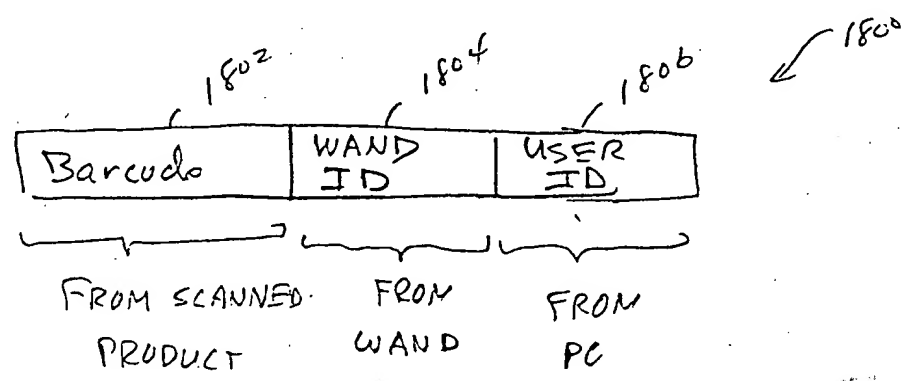
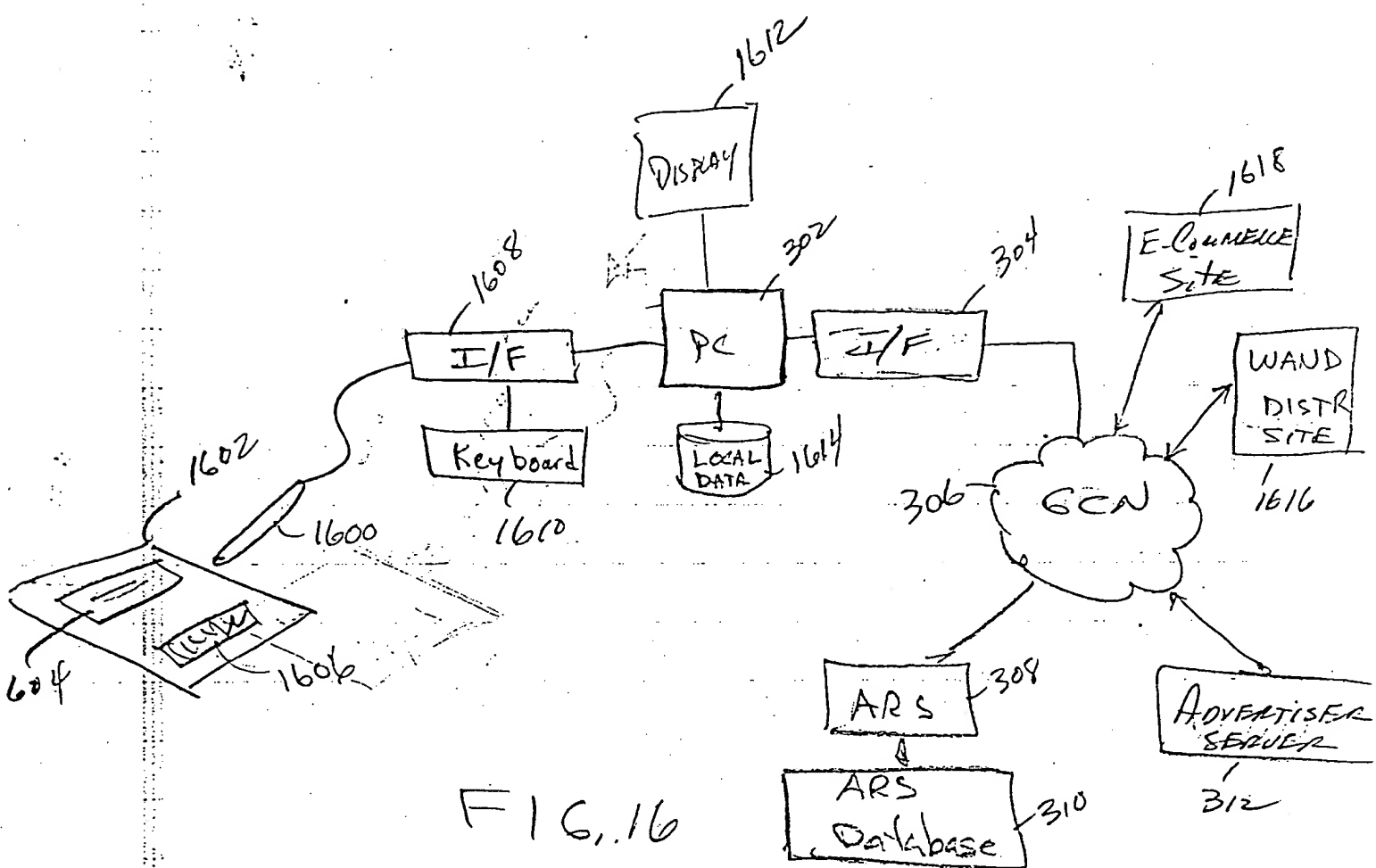
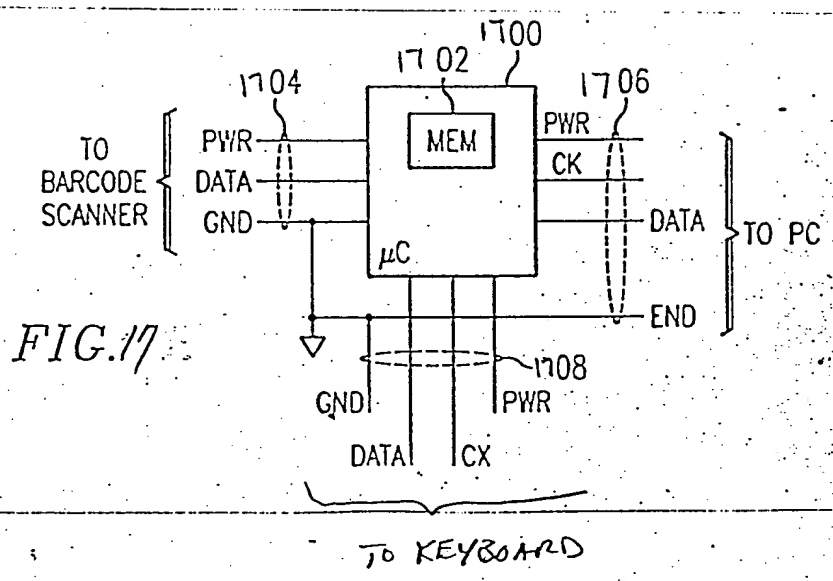


FIG. 15

FIG. 16





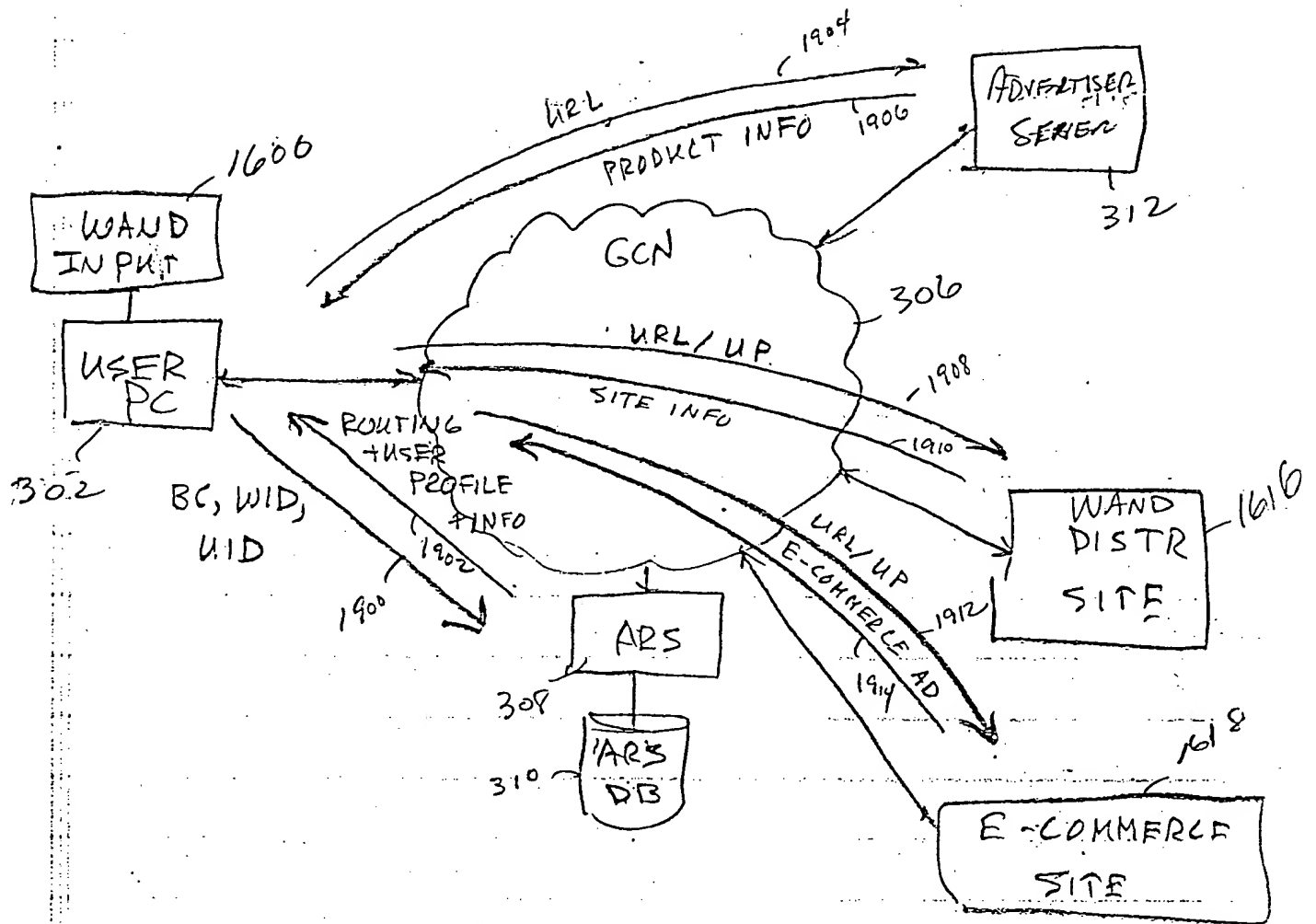
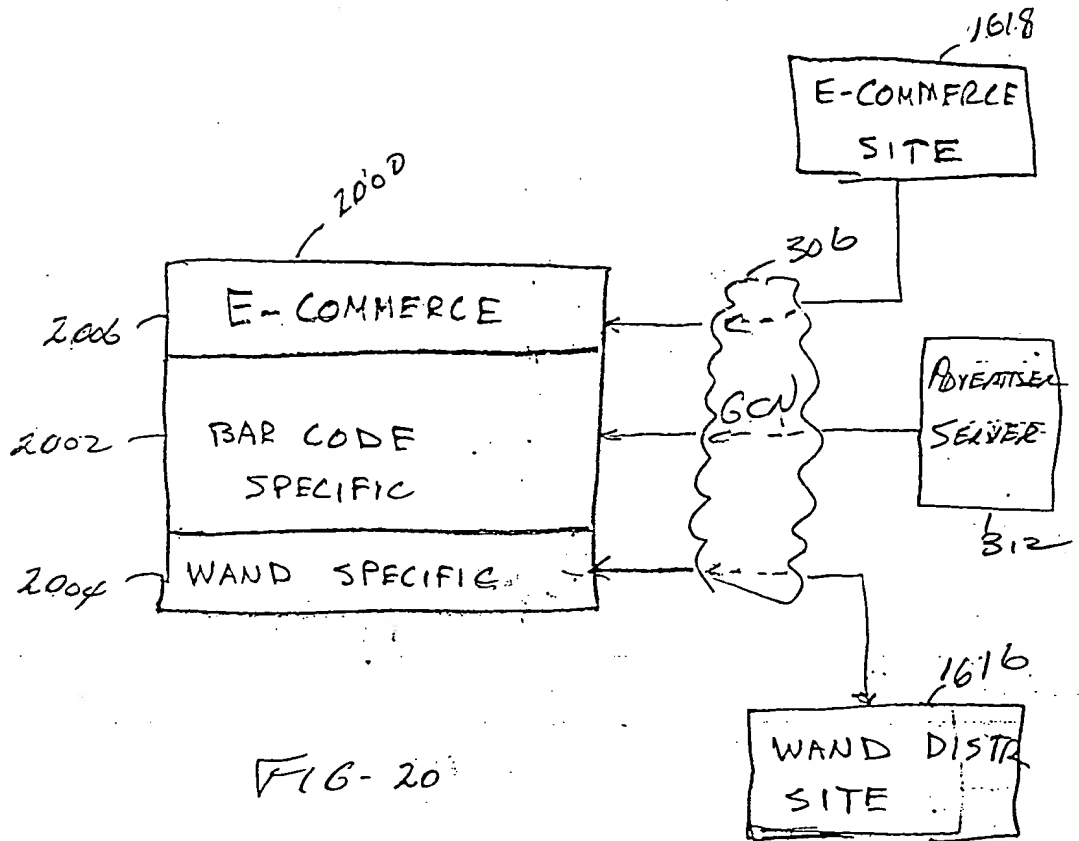


FIG. 19



2102		2104		2106	2108		2100
PRODUCT		WAND		USER	E-COMMERCE		
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO	

ARS DATABASE

FIG. 21

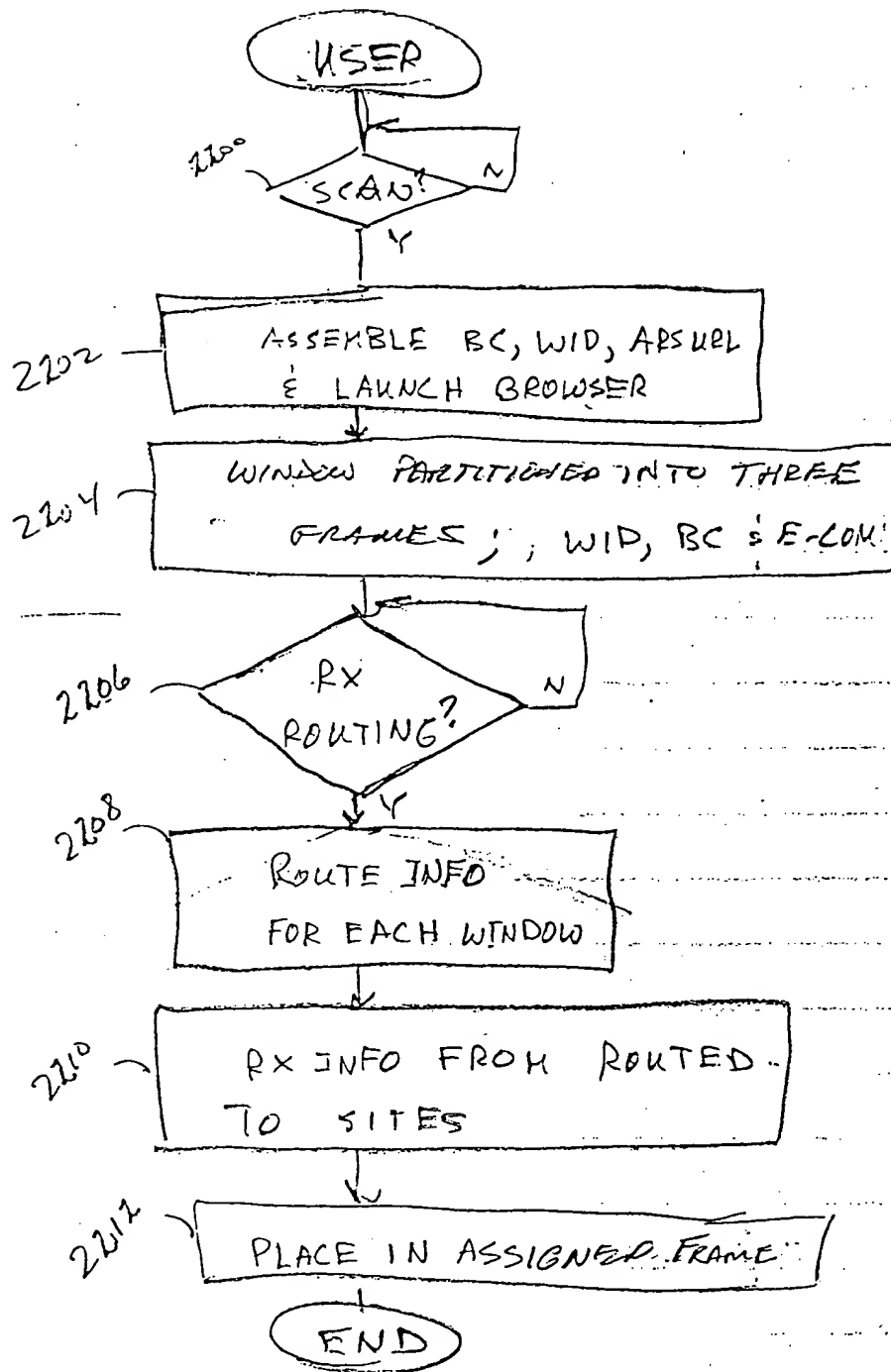


FIG-22

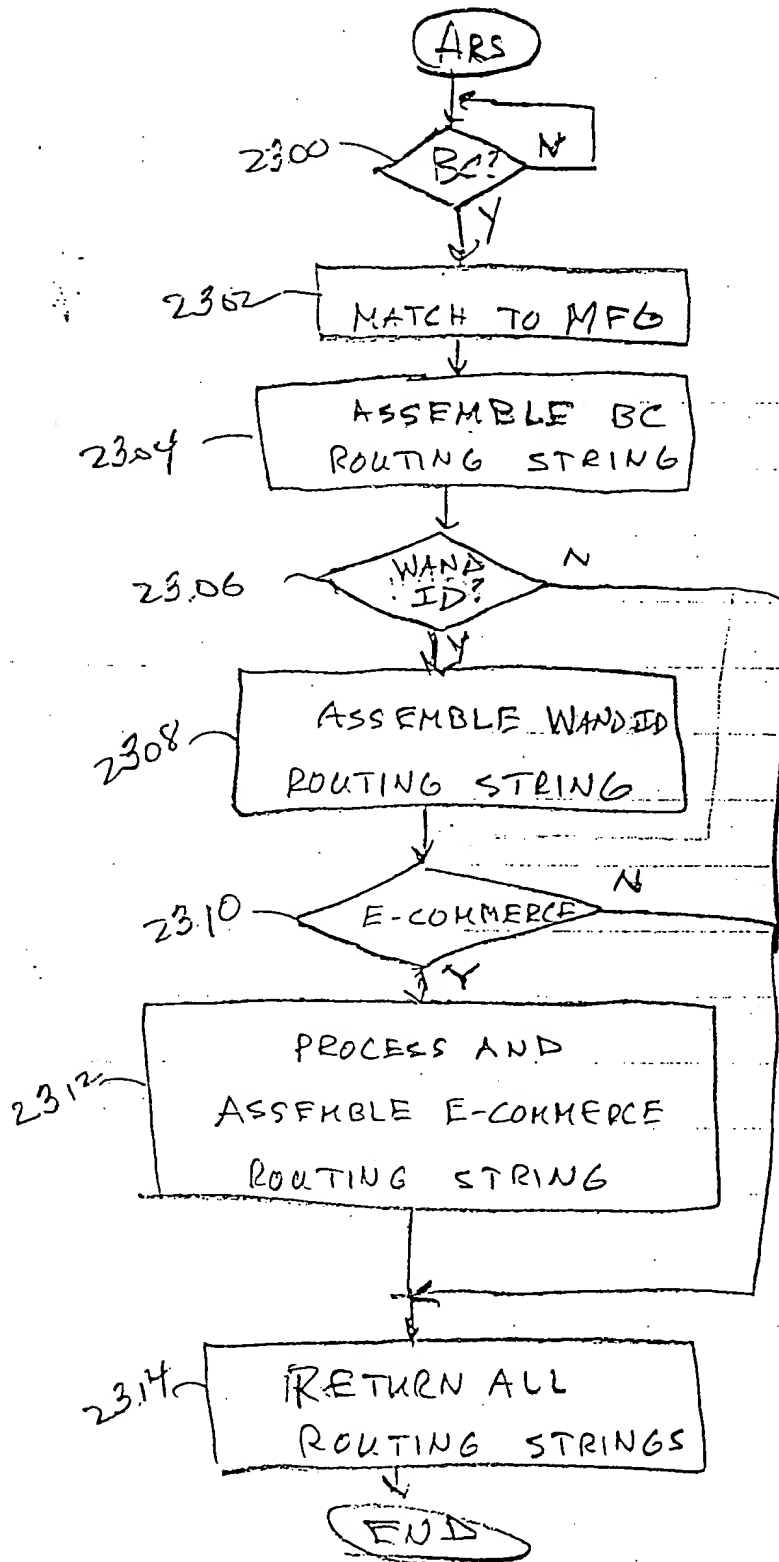


FIG. 23

DRLY-24,669

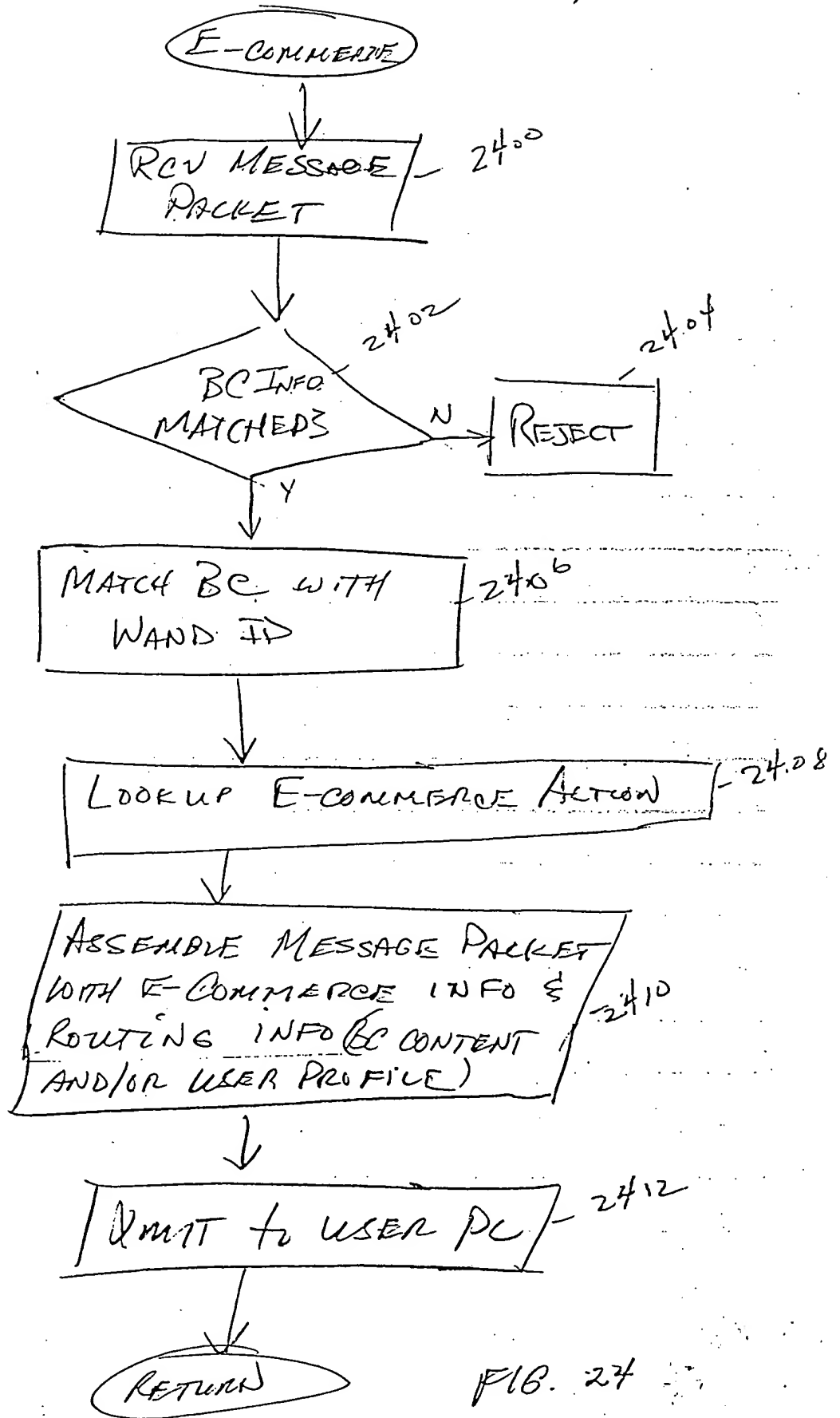


FIG. 24